



INVITATION TO PRIVATE PLACEMENT

175 900 shares price NOK 34,11

11,7 % of the company

a total of MNOK 6.0



Runagain Executive Summary

Digital platform

Interactive fitness platform for runners & organizers

Fitness Tech

Norwegian based Fitness Tech company

Global market

100.000 + events 625 M runners

Business model

Recurring license + Subscriptions

Currently raising 6M NOK

to fuel further commercial growth



Perfect investment timing



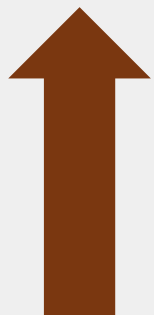
High traffic
30.000 events
400.000 users



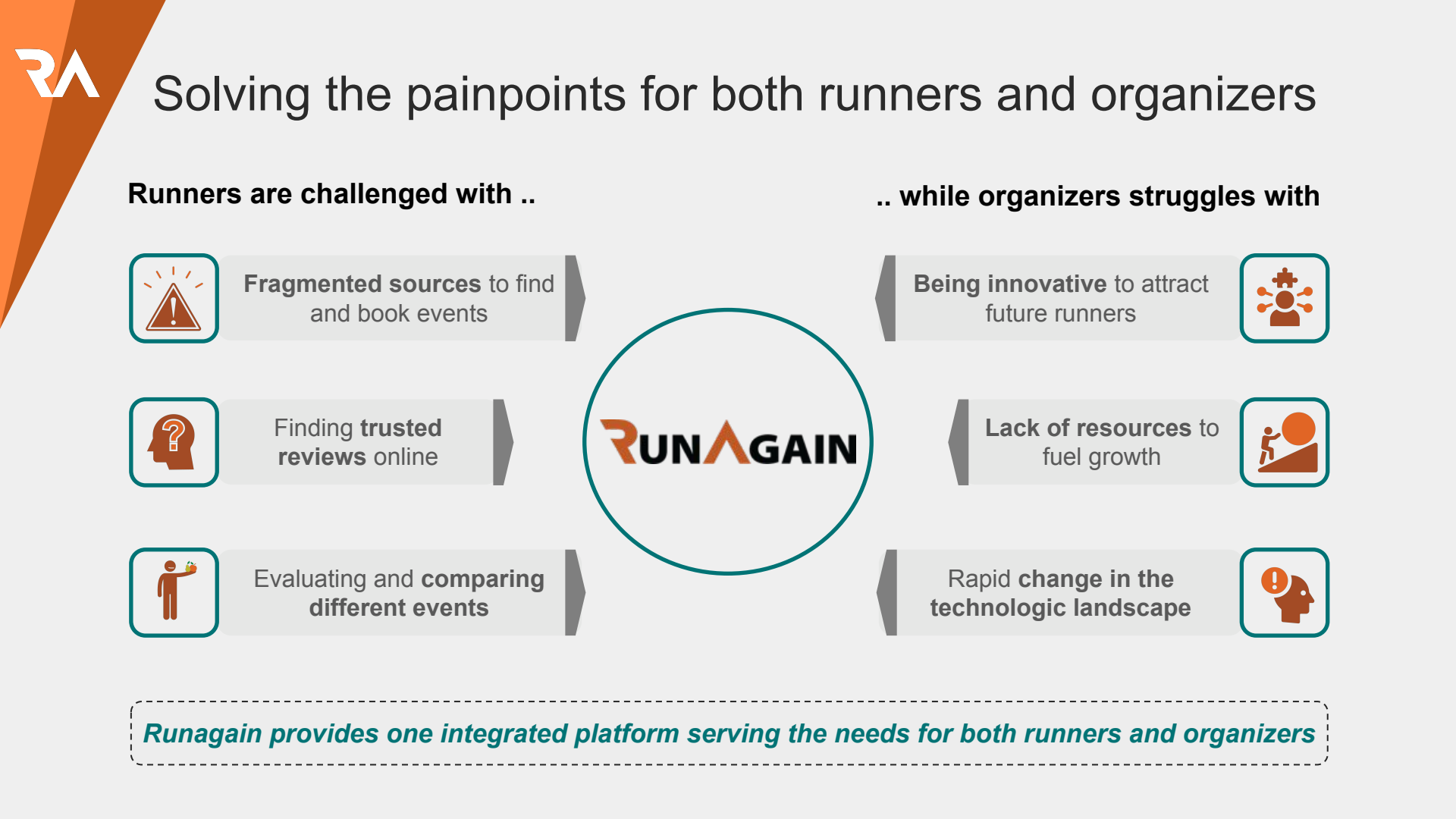
Global market
100.000 + events
625 M runners




Marked Growth
CAGR = 28%
to 2030



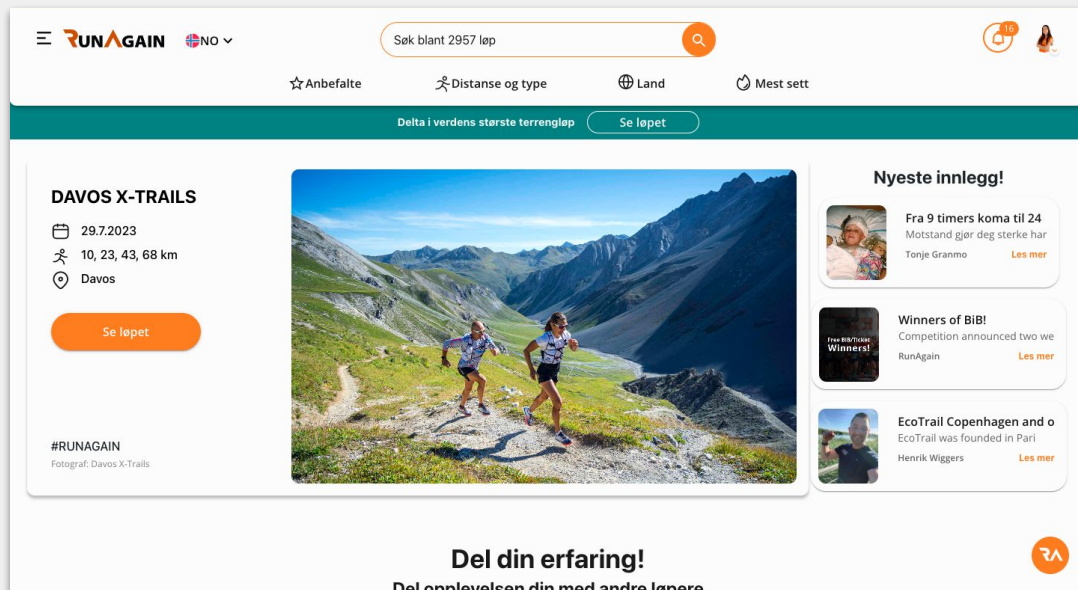
**Acquisitions
and restructuring**





Solution

An interactive fitness tech platform for runners and organizers



- ✓ Best overall overview
- ✓ Cutting edge technology
- ✓ Innovative marketing
- ✓ Network effect

Fitness Tech a Global Market

100.000
Global events

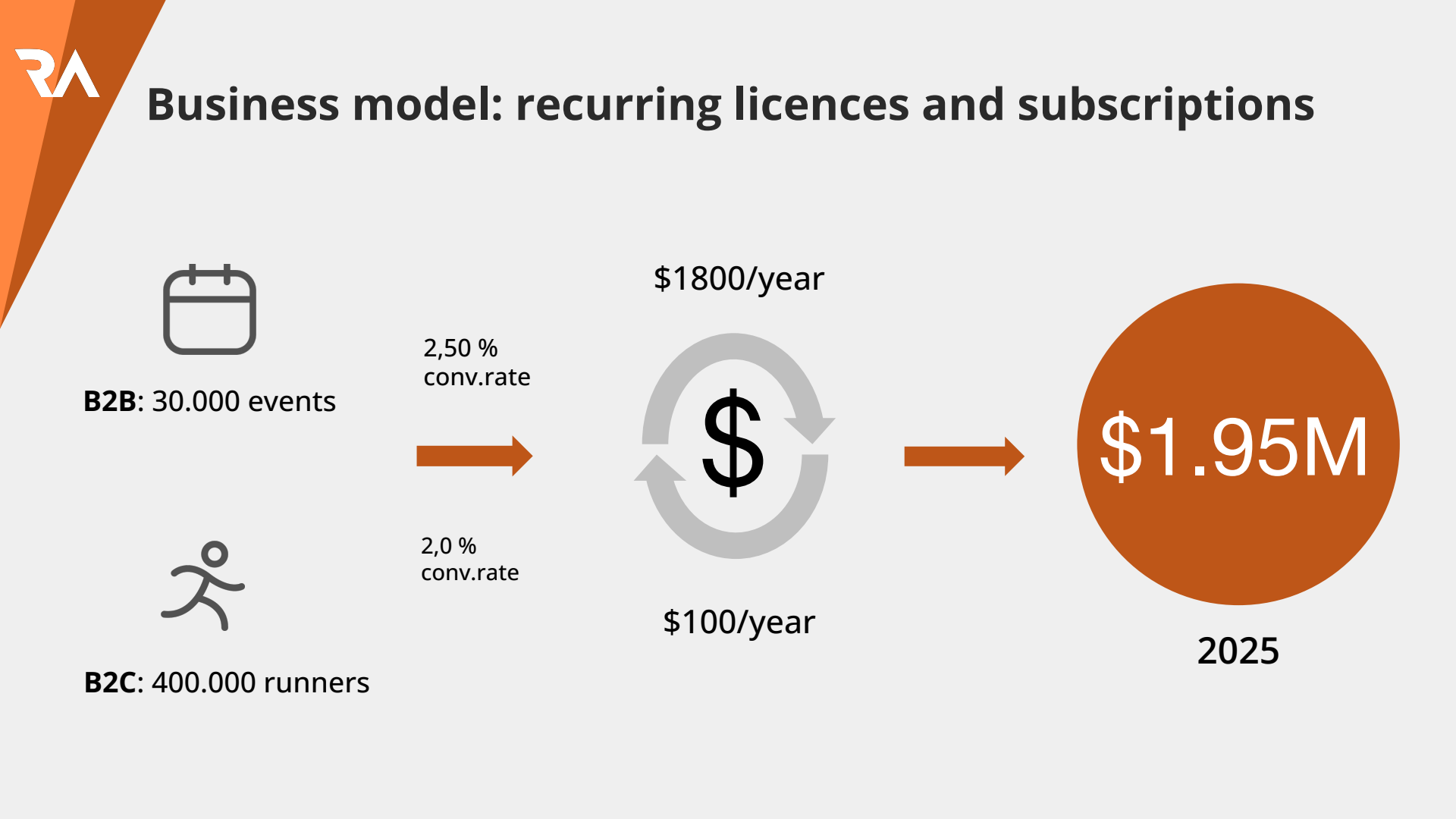
30.000
RunAgain
Events 2025

750
Licences
2025

621M
Global runners

400.000
RunAgain
profiles 2025

6.000
Subscriptions
2025



Market Acquisitions and validation

Adidas

\$240M
Acquired by RunTastic

Asics

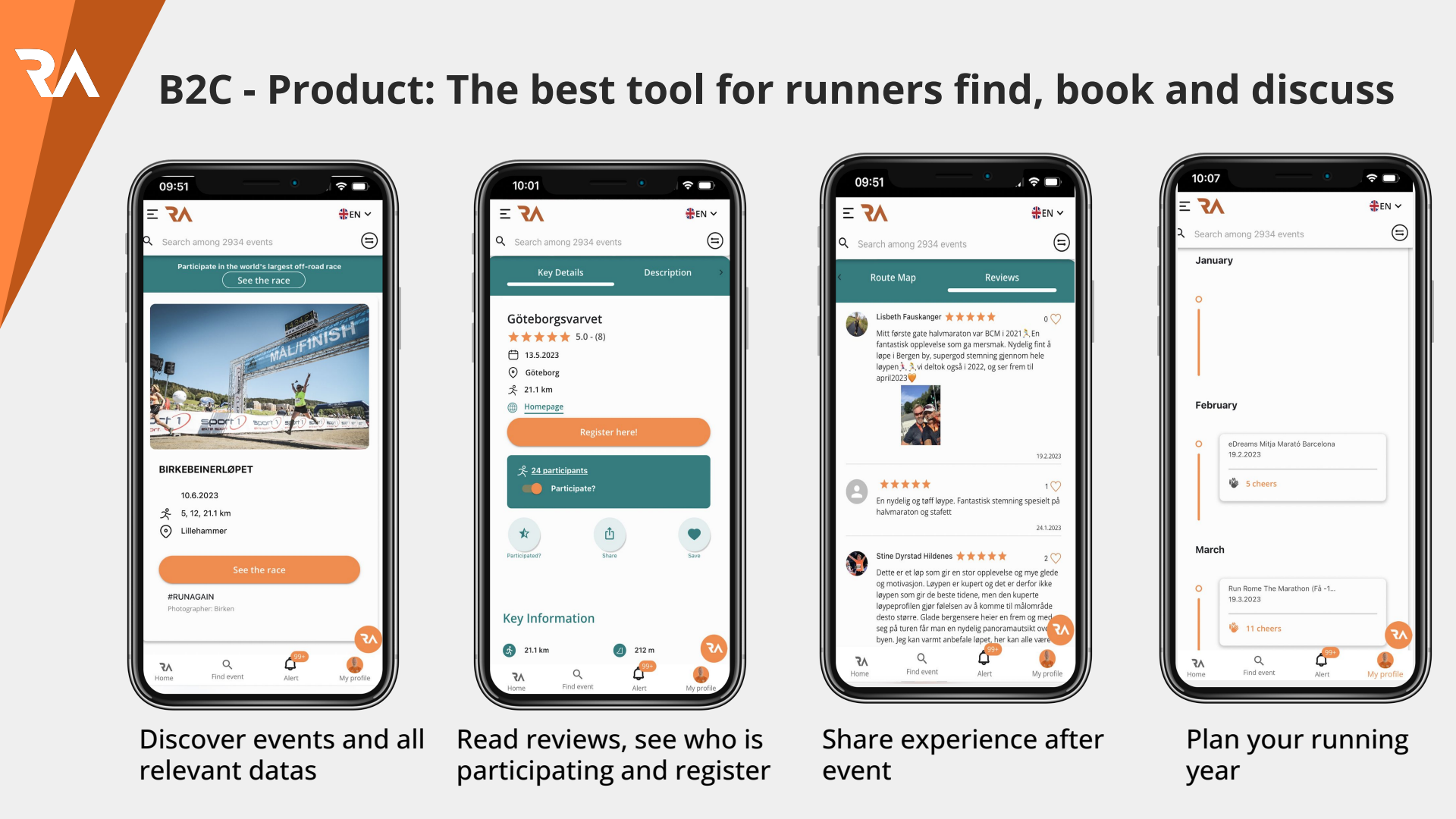
\$85M
Acquired by Runkeeper

Strava

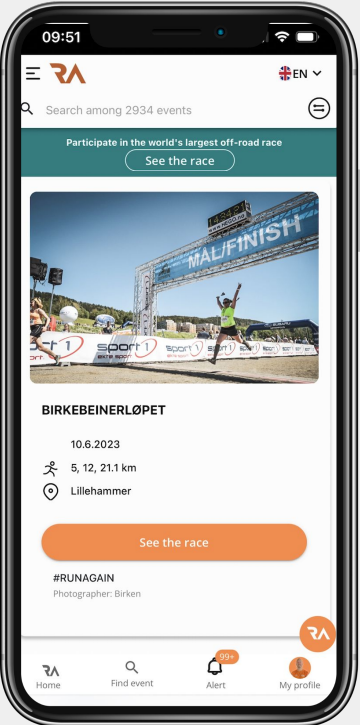
has raised over \$150M
Valuation 2020 \$1,5B

Under Armour

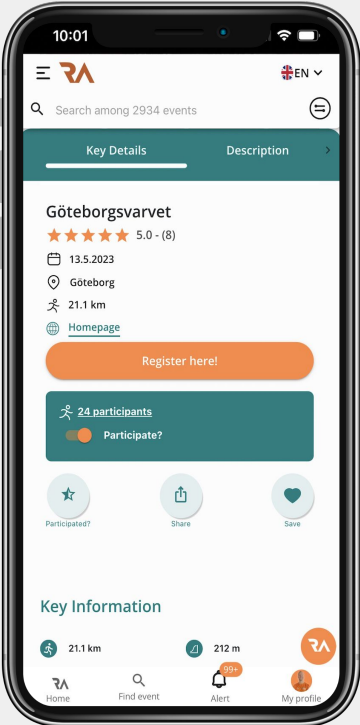
\$345M
Acquires MyFitnessPal



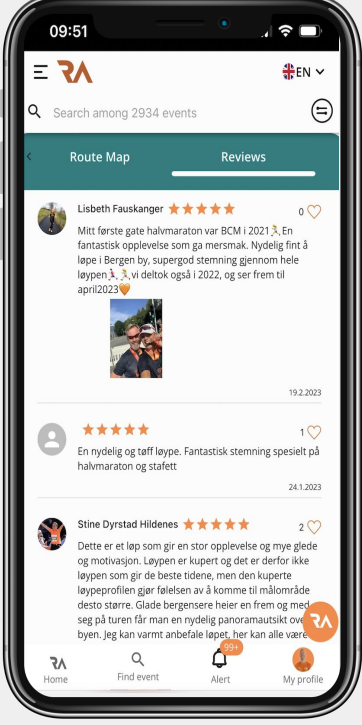
B2C - Product: The best tool for runners find, book and discuss



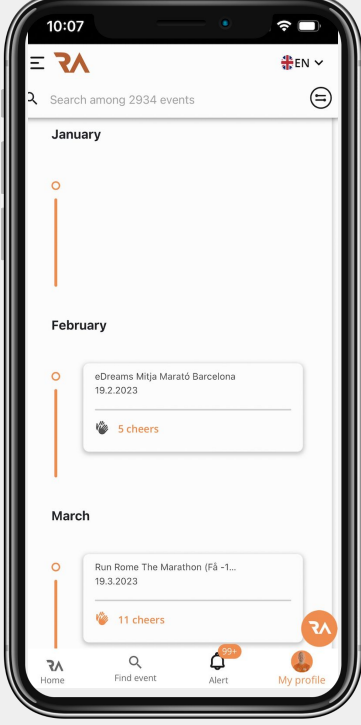
Discover events and all relevant datas



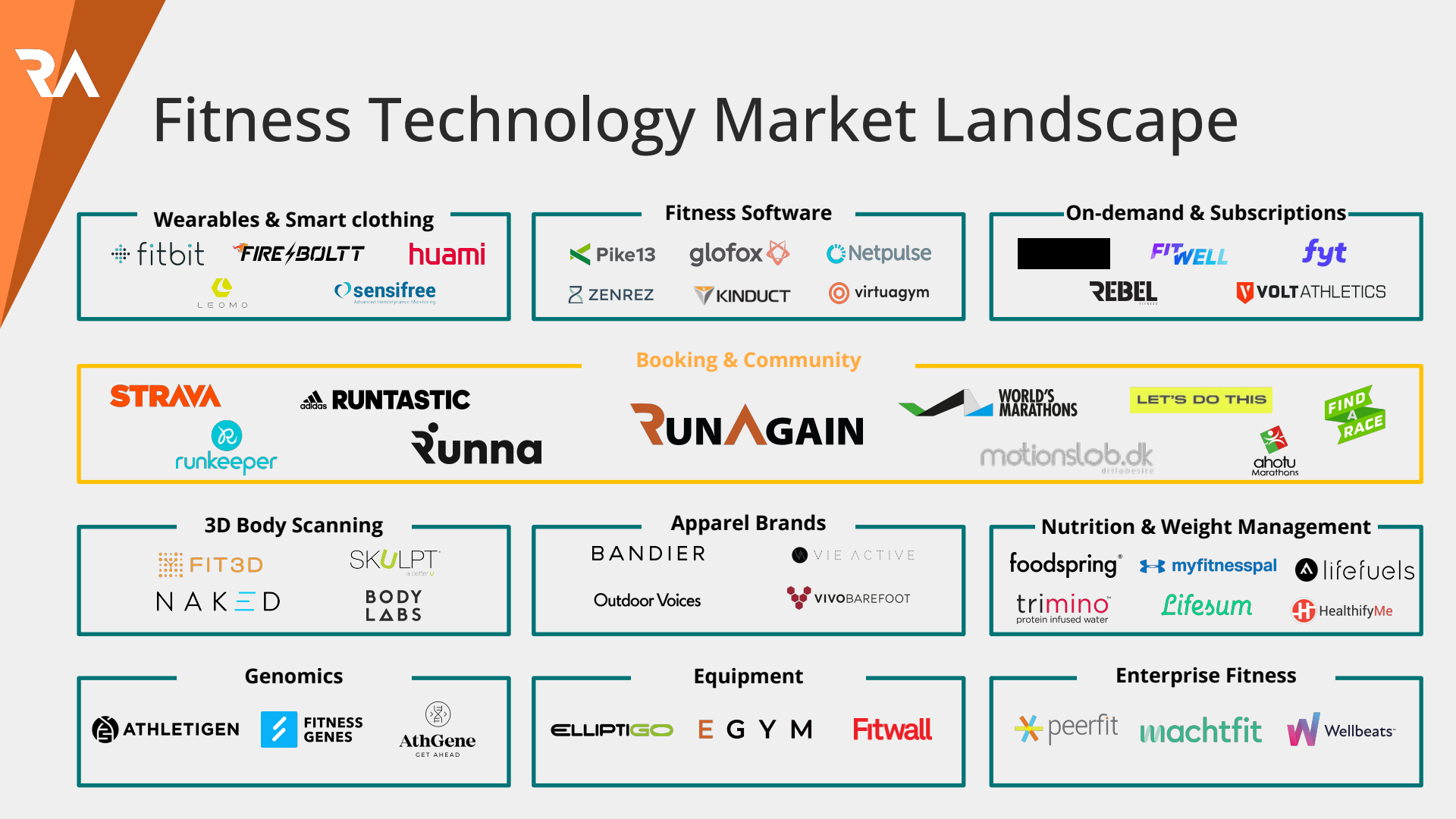
Read reviews, see who is participating and register



Share experience after event




Plan your running year







Key objectives and road ahead




Objective


Key results



 30 000 running event

-  Distribution via partnerships
-  Implement cooperation with timing solutions
-  Launch self serve platform





 400 000 monthly visitors

-  Develop new features
-  Best at content
-  Launch forum





 Strengthening business case by launch “Course review”

-  Strengthening organisation
-  Radically develop content




Marketing strategies

-  SEO, content marketing, referral programs and word-of-mouth
-  Strong partnership
-  Paid digital marketing, Google ads, SoMe paid
-  Our ambassador program and selected brand heroes




Key KPIs

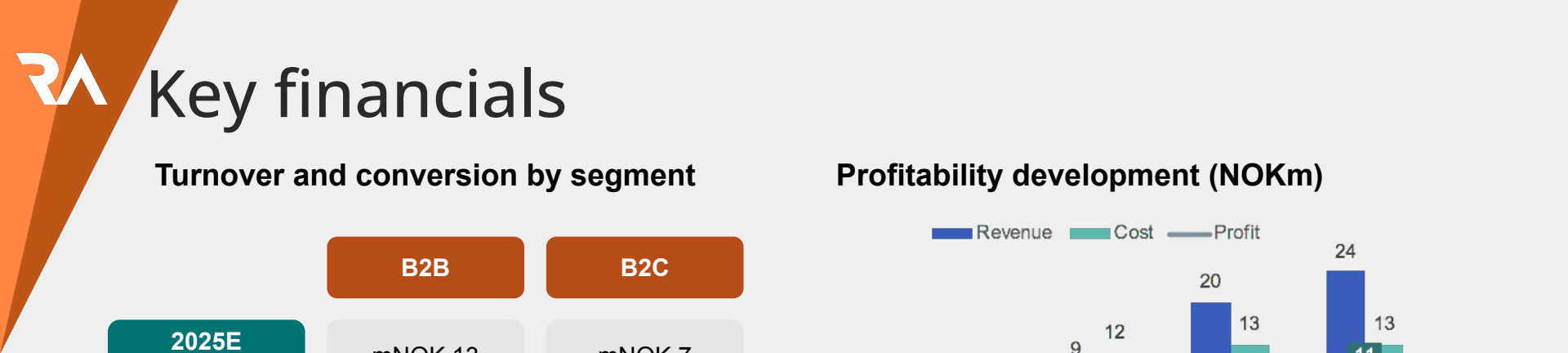
-  KPI_Conversion_Licens 2,5%
-  KPI_Conversion_Subscription 1,5%
-  KPI_ARRPU license \$1800
-  KPI_ARRPU subscription \$100

Sales channels

-  Partnerships
-  Strong funnel for via self serve solutions
-  Freemium with strong incentives to upgrade to subscription/ upsell

Critical success factors

-  Becoming the trusted partner
-  “The one platform with the most content wins”
-  Referral program fueling exponential growth

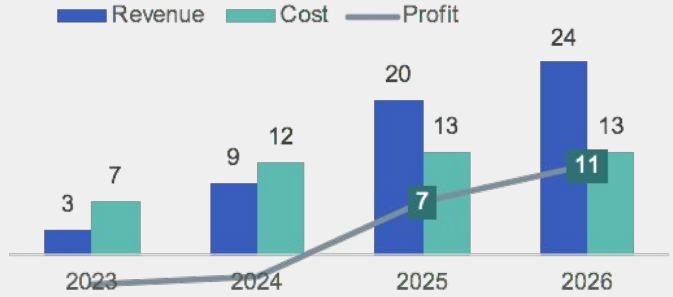


Key financials

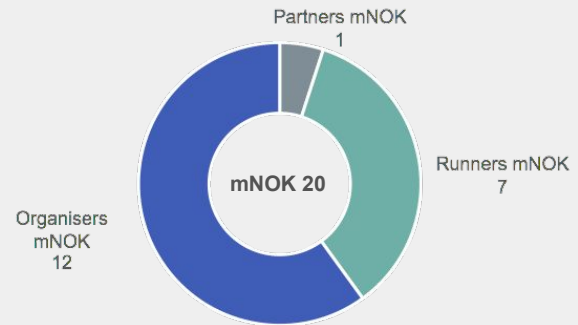
Turnover and conversion by segment

	B2B	B2C
2025E Revenue	mNOK 13	mNOK 7
# Events / Runners	30,000	400,000
Conversion rate	2,5%	2,0%
# Partners	750	6,000
ARRPU	NOK 18 079,-	NOK 1 000,-

Profitability development (NOKm)



Revenue split by product (2025 NOKm)





Proof of Market: The biggest events in Europe



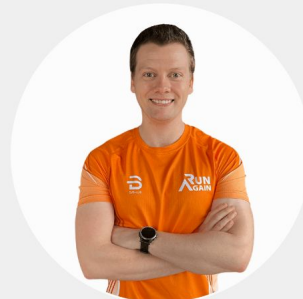
Who we are

The C-level Team



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